

To: Heller, Edmund G., Waechter, Liane, 1710 - Pittsburgh ROU, McGovern, M D.,  
 Evanchik, A E., Fricke, R H., Wolfe, Laney, McHugh, Michael, James, Douglas,  
 Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg,  
 Sirianni, Suzanne M., 1110 - Boston ROU (PROVENL), Reidy, Gerald J., Keeney, David,  
 Smith, Richard A., Gambardella, Mark R., Brown, Greg, Ciesluk, M,  
 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Kinney, W H.,  
 Devine, John C., Gay, R E., Fall, Eric D., Klein, John F.,  
 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG),  
 Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL),  
 1610 - Buffalo ROU (BRZEZIE), Dabaghian, Charles N., Fusco, Peter J.,  
 Alese, Louann F., Cleerdin, Sean, Cobucci, M J., Taylor, William M., Mcallister, George E.,  
 McGavin, Nate J., Casey, Robert A., Roth, Kari L., Laberge, David M., Chomko, Daniel,  
 Weber, R L., Bangle, Rich F., Podnieks, David L., Henry, Luise A., Hart, Joseph G.,  
 Green, Herbert K., Wagner, Steve F., Crosby, Judy L.

From: Kuruc, Nick  
 Posted: 2/19/98 10:33  
 Opened: 2/19/98 14:12  
 Subject: March Price Plus Program

RE: March Price Plus Program Communication To All Shop Rite Store Order Clerks and Department Managers

Retail Reps: Attached is a Price Plus Program "sell sheet" which you can:

1. Present program details to the cigarette order clerk or non foods manager.
2. Leave a copy of the sell sheet as a reminder to order extra product to cover customer demand.
3. Ensure that stores place program price stickers furnished by Wakefern and make additional Price Plus Signs.

ROU's: Please ensure that each Retail Division is furnished with enough copies of the attached "sell sheet" for distribution to Shop Rite Stores of their responsibility. Using SIS access all Shop Rite store supplied by (primary supplier) Wakefern Food Corporation # 425769.

Sales Reps: Please ensure that you use this sell sheet during your normal sales call on store owners or managers.

Sales		Retail	
1221	2, 3, 4, 5	1222	20, 21, 24, 25, 26
1222	4, 5, 6, 8	1223	20, 27, 30
1223	1, 7, 8	1224	20, 21, 22, 24, 25, 26, 27
1224	9		
1225	4, 5, 7		
1229		FC	SC
1240		MC	PA
1244		RSM	RBM

51853 5013



## March Plus Plus Program Announcement

*Winston* → \$ 2.50 off per carton

*Doral* → \$ 2.50 off per carton

*Worth* → \$ 2.50 off per carton

*March 22-April 25*

- *Order extra product to meet your customers' demands today!!!*
- *Make sure that signs are placed to let you customers know how much they will save using their Price Plus Card*

51853 5014



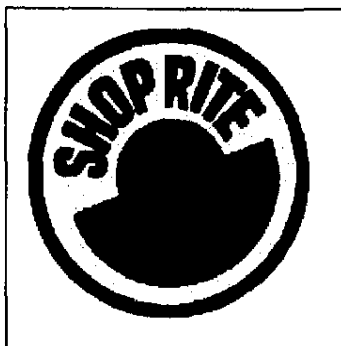
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51853 5021



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